



State Energy Efficient Appliance Rebate Program (SEEARP)

California Energy Commission

Request for Proposals

RFP # 400-09-404

Pre-Bid Conference

Date: Friday, February 5, 2010



Agenda

- Welcome & Introductions
- Overview of California's SEEARP
- Overview of RFP for Rebate Services
 - Scope of Work
 - Bid Proposal Requirements
- Questions and Answers



OVERVIEW OF CALIFORNIA'S SEEARP



SEEARP Background

- Created as part of the Federal Energy Policy Act of 2005
 - Energy efficient appliance rebates to residential consumers to replace inefficient appliances
 - Supplement, but not supplant, other offers
 - States to define appliances to be rebated and rebate amounts
- Funded by the American Recovery and Re-investment Act of 2009 (ARRA)
 - Formula-based allocation
 - \$300 million nationally; \$35.2 million for the California



SEEARP Background (cont)

- Administered by Department of Energy (DOE)
 - Must be made available to all residential consumers in state; rebates cannot be given to owners of commercial properties
 - 10 categories of appliances to choose from
 - Must provide 50 percent of administrative costs
 - Regular reporting and documentation
 - Must verify old appliances are “replaced”



SEEARP Background (cont)

- States must define comprehensive program plan and submit for approval by October 15, 2009
- Program plan approved December 1, 2009
- California's SEEARP Guidelines approved December 16, 2009
- Exhaust all funds for rebates and rebate program activities by February 17, 2012
- Regular reporting and documentation



California's Program Structure

- Defined and overseen by the California Energy Commission
- Partners to help meet 50 % match requirement
 - Official Partners may include: utilities, appliance retailers, appliance manufacturers, recyclers, and marketers and buyers
 - Services may include website support, marketing, form and promotional design assistance, document reproduction, public service announcements, training, sales support, reporting
- Contract for rebate processing services



Eligible Consumers

- Must be a California resident
- Must make purchase during specified period from a California retailer: **APRIL 22 – MAY 23, 2010**
- Must purchase a qualifying new appliance model to replace the same type
- Must recycle the replaced appliance
- Must submit a completed rebate application and supporting documentation within 30 days of purchase



Eligible Appliances

- Chosen appliance categories:
 - Clothes Washers
 - Refrigerators
 - Room Air Conditions
- By December 15, 2009, must be
 - Certified to the California Energy Commission
 - Energy Star® listed
 - CEE's Super-efficient Home Appliance Initiative compliant
 - Clothes Washers: Tier 2 or greater - modified energy factor ≥ 2.0 , water factor ≤ 6.0
 - Refrigerators: Tier 2 or greater - efficiency levels 25 percent or more above the federal standard
- Complete list of models is available



Recycling Appliances

- EPAAct 2005 requires that the rebated appliance REPLACES the same type
- EPA's Responsible Appliance Disposal Program – voluntary
 - Many utility partners (IOUs, SMUD, Palo Alto, Burbank)
 - To date, SEARS is only certified retailer
- California Appliance Recycling Program - law requires appliances be properly handled
 - Extensive list of certified recyclers throughout California
 - <http://www.dtsc.ca.gov/HazardousWaste/Mercury/upload/Approved-CAR-List-2.pdf>



Program Restrictions

- Funds are limited – rebates given on **FIRST COME, FIRST SERVE BASIS.**
- Rebates limited to one appliance of each category per valid California residential address.
- Appliance must be installed.
- Purchases outside offer period will be disqualified.
- Purchaser must allow access to possible inspection.



Rebate Claims

- Proof of Purchase and Recycling
 - Completed rebate application
 - Completed proof of recycling form
 - Copy of original receipt or an original rebate receipt
 - Purchaser's utility bill
 - UPC label or its equivalent



Rebate Process

- Submit proof of purchase and recycling to rebate processing firm
- Rebate processing firm will accept, record, track and verify claims
- Valid claims will be paid by ~~contractor or~~ State Controller's Office
- Consumer services to assist in tracking claims, knowing availability of funds, and obtaining answers/information



SEEARP Guidelines

The complete program description is found in the Energy Commission's California's State Energy Efficient Appliance Rebate Program Guidelines, available at:

<http://www.energy.ca.gov/2009publications/CEC-400-2009-025/CEC-400-2009-025-CMD.PDF>

- Provide background on the program.
- Explain the SEEARP structure and processes.
- Specify SEEARP eligibility rules.
- Outline the rebate claim process.
- Provide program targeted schedule.



OVERVIEW OF RFP FOR REBATE SERVICES



RFP Overview

The purpose of RFP # 400-09-404:

To Select a qualified third-party rebate fulfillment company (“Contractor”) to provide services that include accepting and processing the mail-in rebate applications received from the public, verifying and validating submitted claim materials, and transmitting electronic claim files for each eligible rebate claim to the State Controller’s Office. The Contractor will be relied upon for its service and expertise with rebate programs and fraud prevention and detection.



Scope of Work

Details are located in the RFP starting on page 6.

Task 1: Contract Management

Task 2: Coordinated Drafting of Rebate Forms and Materials

Task 3: Receiving, Logging, and Tracking of Rebate Claims

Task 4: Evaluation of Rebate Claims

Task 5: Transmittal of Electronic Claim Files for Validated
Rebate Claims

Task 6: Provision of Customer Service

Task 7: Contribution to Federal Reporting and Auditing

Task 8: Fraud, Waste, and Abuse Prevention and Detection



Proposal Requirements

REQUIRED FORMAT FOR PROPOSAL RESPONSE

Consists of Two Sections:

- VOLUME 1 – Administrative Response
- VOLUME 2 – Technical & Cost Information



Section 1: Administrative Response

Document	Attachment #
Cover Letter	
Table of Contents	
Contractor Status Form	Attachment 1
Darfur Contracting Act Form	Attachment 2
Disabled Veteran Business Enterprise Form	Attachment 3.3
Bidder Declaration form GSPD-05-105	Attachment 3.4
Small Business Preference Certification(s)	Certificate(s) for any Small Businesses
Contractor Certification Clauses	Attachment 4
TACPA, EZA, LAMBRA forms	Attachments 5, 6, and/or 7 (if applicable)
Financial Management Information Form	Attachment 8



Section 2: Technical and Cost Response

Document	Attachment #
Executive Summary	Attachment 9
Approach to Tasks in Scope of Work	See required detail on pages.
Team Organizational Structure	See required detail on pages 25 and 26.
Project Team Experience and Qualifications	See required detail on page 26.
Team Resumes	See requirement on page 26.
Client References	Attachment 10. See also page 26.
Previous Work Products	See required detail on page 26.
Project Budget	Attachment 11. See also pages 26.



Small/Non-Small Business Preference

- Small Business Preference – California State Certified Small Businesses or micro-businesses can claim the five percent preference when submitting a proposal. See RFP, page 16 and attachment 3.1 for more information.
- Non-Small Business Preference – Bidder commits to small or micro business subcontractor participation of 25% of net bid price. See RFP, page 17 and attachment 3.1 for more information.



Disabled Veteran Business Enterprise (DVBE) Requirements

Bidder must commit to meet or exceed the DVBE participation requirements of 3% of the total Bid amount by either of the following methods:

Method A1 – Proposer is a Certified DVBE

Method A2 – Subcontractor is a certified DVBE and will receive at least 3% of the Agreement amount



DVBE (cont'd)

A copy of an Agreement between the Contractor and the DVBE must be submitted prior to contract award. The Agreement may be in draft form but must show that the DVBE meets the Commercially Useful Function requirements as defined in the RFP.



DVBE (cont'd)

Incentive

The DVBE Incentive Program gives a contractor an opportunity to improve their bid status based on the efforts attained from the DVBE Participation Program. DVBE information is located in Attachments 3.1, 3.2 and 3.3.

Proposed DVBE Participation Level	DVBE Incentive % Point Preference	DVBE Incentive Points
3% - 4.99%	1%	10
5%+	2%	20



California Energy Commission

Tentative Key Activities and Dates

ACTIVITY	ACTION DATE
RFP Release	January 26, 2010
Deadline for Written Questions (by 5:00 p.m)	<u>February 5, 2010</u>
Pre-Bid Conference	February 5, 2010
Distribute Questions/Answers and Addenda (if any) to RFP	February 11, 2010
Deadline to Submit Proposals <u>by 3:00 p.m.</u>	<u>February 18, 2010</u>
Clarification Interviews (If necessary)	February 22 & 23, 2010
Notice of Proposed Award	February 25, 2010
Commission Business Meeting	March 24, 2010
Contract Start Date	March 30, 2010
Contract Termination Date	January 2012



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QUESTIONS AND ANSWERS